

Memphis Breast Cancer Consortium: Development of an Effective Consortium to Address Breast Cancer Disparities.



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Purpose

To develop an effective consortium of local stakeholders to address areas of prevention, education, early detection, and timely treatment of breast cancer in African American women living in Memphis, Tennessee and the immediate region. These efforts included improving the quality of mammography and provider care, in part through community transparency of data.

Significance

Women in Memphis have breast cancer incidence rates and death rates higher than for the United States as a whole. Additionally, Memphis has the highest rate of breast cancer disparities among African American women. The disparity gap has doubled over the last 25 years. African American women are more than twice as likely to die from breast cancer as white women in Memphis.

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Approach

Memphis Breast Cancer Consortium (MBCC) was formed in January, 2016 in response to funding awarded by the Avon Foundation and support by Genentech. The Consortium provides a consistent, unified forum for a community facing campaign to elevate the issue of breast cancer disparities through collaboration among all breast cancer survivor groups and supporting stakeholders.

Initial MBCC activities addressed *formation, structure and governance of MBCC*. The grant application identified **Common Table Health Alliance**, the regional health collaborative as the neutral convener with the CEO and Board President as Principal Investigators. A neutral trusted convener was necessary in the local competitive market of multiple large health care systems and established community groups.

Earliest activities to establish the consortium included establishing a list of breast cancer stakeholder membership groups; developing a membership commitment pledge and outlining member responsibilities. The first meeting brought together various leaders representing a cross section of consumers, health care providers, business leaders, advocates, research groups, and funders as partners.

Subsequent efforts led to agreement upon consortium priorities and scope, including grant outcomes. The group established a governance structure outlining the mission, bylaws, roles and responsibilities, and organizational structure of the consortium. A Project Director was hired to coordinate the activities.

Evaluation Goals

- Reduce disparities by 2%,
- Increase access to early screening by 5%, and
- Target the efforts of MBCC in underserved and low-income zip codes.

Results

Memphis Breast Cancer Consortium

- 31-member collective of local stakeholders
- Organized into three action teams: People, Providers, and Policy

Success will require:

- Development of data tracking systems,
- Exploration of best practices, and
- Creation of a consistent community wide call to action.

Memphis Breast Cancer Consortium Member Organizations

American Cancer Society	Patient Advocate Foundation
Avon Breast Cancer Crusade	Regional One Health
Baptist Cancer Center	Seeds 2 Life, Inc.
Baptist Memorial Health Care	Shelby County Health
BlueCross BlueShield of TN	Department
Carin' & Sharin'	Shelby County TN Alumnae of
Christ Community Health	Delta Sigma Theta Sorority, Inc.
Services	Shelby County TN Links
Church Health Center	Sisters Network
Cigna	STAARS
Common Table Health Alliance	Tennessee Cancer Coalition
Genentech	Tennessee Cancer Consortium
Healthchoice	Tennessee Department of
Memphis Health Center	Health
Memphis Midsouth Affiliate of	United Healthcare
Susan G. Komen	University of Memphis School of
Memphis Riverbluff Black	Public Health
Nurses	University of Tennessee Health
Methodist Le Bonheur	Science Center
Healthcare	West Cancer Center
-Congregational	
Health Network	